

What is Claimed is:

1. A customer information collection method characterized in that: a recording medium on which added information is recorded is attached to a product, and said added information recorded on said recording medium is kept undisclosed until a purchaser of said product inputs information concerning said purchaser as data and transmits said data to a predetermined location via an electrical communications circuit.

2. The customer information collection method according to Claim 1, wherein said information concerning said purchaser includes a request for a permission for said purchaser to participate in an on-line community formed via an electrical communications circuit.

3. The customer information collection method according to Claim 1, wherein said information concerning said purchaser includes at least name, age, gender and e-mail address of said purchaser.

4. The customer information collection method according to Claim 1, wherein said information data concerning said purchaser that is transmitted via said electrical communications circuit is processed, and a database of said information data is constructed and controlled.

5. The customer information collection method according to Claim 1, wherein said added information is auditory information or visual information.

6. The customer information collection method according to Claim 1, wherein said added information includes graphic images or still images.

7. The customer information collection method according to Claim 1, wherein said product is a document, and a live voice of an author of said document is included as information in said added information.

8. The customer information collection method according to Claim 1, wherein said product is a medium on which music is recorded, and music other than said music contained in said product is contained as information in said added information.

9. The customer information collection method according to Claim 1, wherein said product is a medium on which a program for playing a game is recorded, and a program for playing a game other than said game is contained as information in said added information.

10. The customer information collection method according to Claim 1, wherein said product is a medium on which a program for playing a game is recorded, and information concerning said game is included in said added information.

11. The customer information collection method according to Claim 1, wherein said predetermined location is specified by an e-mail address, said information data concerning said purchaser is processed into e-mail, and said e-mail resulting from said processing is transmitted to said e-mail address.

12. The customer information collection method according to Claim 1, wherein a password is assigned to said purchaser when said information data concerning said purchaser is transmitted, and said added information recorded on said recording medium is supplied when said password is inputted.

13. The customer information collection method according to Claim 1, wherein once said information data concerning said purchaser is transmitted, said added information recorded on said recording medium is disclosed even if said purchaser of said product inputs none of said information concerning said purchaser as data.

14. The customer information collection method according to Claim 1, wherein said customer information consists of one or more predetermined items, a type and scope of said data that is inputted for each of said items is set in advance, and in cases where data that fails to fit said type or scope of said inputted data is inputted, it is judged that none of said customer information data has been inputted.

15. A customer information collection system in which data is transmitted and received between one or more customer information input processing devices and a customer information processing device that are connected to an electrical communications, and customer information is collected and processed, wherein

said customer information input processing devices are respectively comprises:

a data read-in means which reads in and sends added information data concerning a product, which is recorded on a medium that is attached to said product,

an input means which converts an inputted customer information into customer information data and sends such data,

a data processing means which processes said customer information data supplied from said input means and transmits said data to said customer information processing device via said electrical communications circuit, said data processing means further reading said added information data into said data read-in means and processes said supplied added information data when said customer information data is inputted, and

an information display means which discloses added information based upon said added information data;

said customer information processing device comprises:

a receiving means which receives said customer information data transmitted via said electrical communications circuit,

an accumulating means which accumulates said customer information data, and

a database control means which constructs a database based on said customer information data, processes said customer information data so as to accumulate said data in said accumulating means, and controls a resulting database, and

a data tabulating and analyzing means which tabulates and analyzes said customer information data that is controlled by said database control means.

#### 16. A recording medium recorded with:

a program which causes a computer to urge a purchaser of a product to input information concerning said purchaser, to transmit data consisting of information concerning said purchaser to a predetermined location via an electrical communications circuit when said information concerning said purchaser is inputted as data, and to provide added information concerning said product, and

said added information.